

# School Breakfast Program Promotion

Promote the program to parents and students

- Provide taste tests of breakfast items.
- Send breakfast promotional flyers home.
- Include breakfast menus in the morning announcements and in school newsletters.
- Use theme days like “Hawaiian Day”, “Dr Seuss Day” or eat breakfast with your teacher day.
- Try contests, activities, stickers, and games to create interest in the breakfast program.
- Run a trial breakfast week during National School Breakfast Week, March 7-11, 2011. Check out promotional ideas at <http://docs.schoolnutrition.org/meetingsandevents/nsbw2011/>
- Ask for input and ideas from teachers, administrators, custodians, bus drivers, food service managers, parents and students.

